

Amendments to the Claims

This listing of claims replaces all prior versions and listings of claims in the application.

1. (Currently Amended) A computer-implemented method for blocking advertisements, the method comprising:

referencing a primary advertisement within a web page;

identifying, based on referencing the primary advertisement within the web page,

[[accepting]] at least one blocking category of ads to be blocked;

accepting at least one ad for a secondary advertisement within the web page that features the primary advertisement, with each accepted ad being associated with at least one descriptive category, [[the ad]] being configured to be embedded in [[a]] the Web page of a content publisher and being provided by an advertising server;

storing the at least one accepted ad on the advertising server for consideration in a list of secondary candidates;

identifying a document to which the at least one [[an]] accepted ad is linked, the document representing a landing page related to the at least one accepted ad; to be embedded in the Web page;

analyzing content in the document;

identifying, based on analyzing the content in the document, at least one entry;

adding the entry to the blocking category of ads to be blocked if the entry relates to the least one blocking category of ads to be blocked; and

using the blocking category of ads to be blocked to develop the list of one or more secondary candidates for placement with the primary advertisement, the secondary candidates being selected from the at least one accepted ad for the secondary advertisement and preventing the at least one selected [[an]] ad from being [[served]] included in the list of secondary candidates if at least a predetermined number of its at least one descriptive category match any of

the at least one blocking category of ads to be blocked, wherein the at least one descriptive category associated with the ad is determined from the content of the document.

2-4. (Cancelled)

5. (Original) The method of claim 1 wherein the act of preventing an ad from being served includes removing the ad from a set of eligible ads.

6. (Original) The method of claim 1 wherein the predetermined number is one.

7. (Previously Presented) The method of claim 1 wherein at least one of the at least one descriptive category is a product category.

8. (Previously Presented) The method of claim 1 wherein at least one of the at least one descriptive category is a service category.

9. (Previously Presented) The method of claim 1 wherein the at least one blocking category of ads to be blocked is accepted from a list associated with at least one document.

10. (Original) The method of claim 9 wherein the at least one document is at least one Web page.

11. (Original) The method of claim 9 wherein the at least one document include Web pages of a Website.

12. (Original) The method of claim 9 wherein the at least one document is at least one Web page associated with a path name.

13. (Previously Presented) The method of claim 1 further comprising:
accepting at least one term; and
preventing an ad from being served if at least a part of its ad information includes at least a second predetermined number of any of the at least one term.
14. (Original) The method of claim 13 wherein the at least a part of the ad information is content of a creative of the ad.
15. (Original) The method of claim 13 wherein the at least a part of the ad information is keyword targeting terms associated with the ad.
16. (Cancelled)
17. (Original) The method of claim 13 wherein the second predetermined number is one.
18. (Original) The method of claim 13 wherein at least one of the at least one term is a product name.
19. (Original) The method of claim 13 wherein at least one of the at least one term is a name of a product manufacturer.
20. (Original) The method of claim 13 wherein at least one of the at least one term is a name of a product retailer.
21. (Original) The method of claim 13 wherein at least one of the at least one term is a service name.

22. (Original) The method of claim 13 wherein at least one of the at least one term is a name of a service provider.

23. (Original) The method of claim 13 wherein the at least one term is accepted from a list associated with at least one document.

24. (Original) The method of claim 23 wherein the at least one document is at least one Web page.

25. (Original) The method of claim 23 wherein the at least one document include Web pages of a Website.

26. (Original) The method of claim 23 wherein the at least one document is at least one Web page associated with a path name.

27. (Currently Amended) A computer-implemented method for determining a set of advertisements, the method comprising:

referencing a primary advertisement within a web page;

identifying, based on referencing the primary advertisement within the web page,

[[accepting]] at least one blocking category of ads to be blocked for a primary advertisement within a web page;

adjusting a weight of each of the at least one blocking category in a comparison function;

accepting at least one ad for a secondary advertisement within the web page that features the primary advertisement, with each accepted ad being associated with at least one descriptive category, being [[the ad]] configured to be embedded in [[a]] the Web page of a content publisher and being provided by an advertising server;

identifying a landing page that is related to the ad to be embedded in the Web page;

storing the at least one accepted ad on an advertising server for consideration in a list of secondary candidates;

accepting a document being associated with at least one descriptive category;

comparing the landing page of the at least one ad with the document using the comparison function;

identifying, based on comparing the document to the at least one ad, the at least one ad as a candidate ad;

analyzing the candidate ad using the at least one blocking category of ads to be blocked;

[[and]]

using the blocking category of ads to be blocked to develop the list of one or more secondary candidates from the at least one ad for the secondary advertisement in response to
determining, based on analyzing the candidate ad using the at least one blocking category of ads to be blocked, that the candidate ad should not be blocked. ; and

~~adding the candidate ad to a set of advertisements for placement by an advertising server.~~

28. (Previously Presented) The method of claim 27 wherein the descriptive category is a semantic cluster.

29. (Previously Presented) The method of claim 27 wherein the descriptive category is a probabilistic hierarchical inferential learner cluster.

30. (Previously Presented) The method of claim 27 wherein the descriptive category is a concept.

31. (Previously Presented) The method of claim 27 wherein the act of adjusting a weight of each of the at least one blocking category in a comparison function includes setting the weight to zero.

32. (Previously Presented) The method of claim 27 wherein at least one of the at least one descriptive category is a product category.

33. (Previously Presented) The method of claim 27 wherein at least one of the at least one descriptive category is a service category.

34. (Previously Presented) The method of claim 27 wherein the at least one blocking category of ads to be blocked is accepted from a list associated with at least one document.

35. (Original) The method of claim 34 wherein the at least one document is at least one Web page.

36. (Original) The method of claim 34 wherein the at least one document include Web pages of a Website.

37. (Original) The method of claim 34 wherein the at least one document is at least one Web page associated with a path name.

38. (Previously Presented) The method of claim 27 further comprising:
accepting at least one term; and
preventing an ad from being served if at least a part of its ad information includes at least a second predetermined number of any of the at least one term.

39. (Original) The method of claim 38 wherein the at least a part of the ad information is content of a creative of the ad.

40. (Original) The method of claim 38 wherein the at least a part of the ad information is keyword targeting terms associated with the ad.

41. (Original) The method of claim 38 wherein the at least a part of the ad information is content of a document linked to by the ad.

42. (Original) The method of claim 38 wherein the second predetermined number is one.

43. (Original) The method of claim 38 wherein at least one of the at least one term is a product name.

44. (Original) The method of claim 38 wherein at least one of the at least one term is a name of a product manufacturer.

45. (Original) The method of claim 38 wherein at least one of the at least one term is a name of a product retailer.

46. (Original) The method of claim 38 wherein at least one of the at least one term is a service name.

47. (Original) The method of claim 38 wherein at least one of the at least one term is a name of a service provider.

48. (Original) The method of claim 38 wherein the at least one term is accepted from a list associated with at least one document.

49. (Original) The method of claim 48 wherein the at least one document is at least one Web page.

50. (Original) The method of claim 48 wherein the at least one document include Web pages of a Website.

51. (Original) The method of claim 48 wherein the at least one document is at least one Web page associated with a path name.

52. (Currently Amended) Apparatus for blocking advertisements, the apparatus comprising:

an input for accepting:

i) at least one blocking category of ads to be blocked for a primary advertisement within a web page, and

ii) at least one ad for a secondary advertisement within the web page that features the primary advertisement, with each accepted ad being associated with at least one descriptive category, being [[the ad]] configured to be embedded in a Web page of a content publisher and being provided by an advertising server;

iii) a document to which the at least one [[an]] accepted ad is linked, the document representing a landing page related to the at least one accepted ad to be embedded in the Web page;

a storage device structured and arranged to store the at least one ad on an advertising server for consideration in a list of secondary candidates;

means for analyzing content in the document;

means for identifying, based on analyzing the content in the document, at least one entry;

means for adding the entry to the blocking category of ads to be blocked if the entry relates to the least one blocking category of ads to be blocked; and

means for using the blocking category of ads to be blocked to develop a list of one or more secondary candidates from the at least one or more secondary advertisements and preventing an ad from being included in the list of secondary candidates [[served]] if at least a predetermined number of its at least one descriptive category match any of the at least one

blocking category of ads to be blocked, wherein the at least one descriptive category associated with the ad is determined from the content of a document linked to by the ad.

53-55. (Cancelled)

56. (Original) The apparatus of claim 52 wherein the means for preventing an ad from being served includes means for removing the ad from a set of eligible ads.

57. (Original) The apparatus of claim 52 wherein the predetermined number is one.

58. (Previously Presented) The apparatus of claim 52 wherein at least one of the at least one descriptive category is a product category.

59. (Previously Presented) The apparatus of claim 52 wherein at least one of the at least one descriptive category is a service category.

60. (Previously Presented) The apparatus of claim 52 wherein the at least one blocking category of ads to be blocked is accepted from a list associated with at least one document.

61. (Original) The apparatus of claim 60 wherein the at least one document is at least one Web page.

62. (Original) The apparatus of claim 60 wherein the at least one document include Web pages of a Website.

63. (Original) The apparatus of claim 60 wherein the at least one document is at least one Web page associated with a path name.

64. (Previously Presented) The apparatus of claim 60 wherein the input is further adapted to accept at least one term, the apparatus further comprising:

preventing an ad from being served if at least a part of its ad information includes at least a second predetermined number of any of the at least one term.

65. (Original) The apparatus of claim 64 wherein the at least a part of the ad information is content of a creative of the ad.

66. (Original) The apparatus of claim 64 wherein the at least a part of the ad information is keyword targeting terms associated with the ad.

67. (Cancelled)

68. (Original) The apparatus of claim 64 wherein the second predetermined number is one.

69. (Original) The apparatus of claim 64 wherein at least one of the at least one term is a product name.

70. (Original) The apparatus of claim 64 wherein at least one of the at least one term is a name of a product manufacturer.

71. (Original) The apparatus of claim 64 wherein at least one of the at least one term is a name of a product retailer.

72. (Original) The apparatus of claim 64 wherein at least one of the at least one term is a service name.

73. (Original) The apparatus of claim 64 wherein at least one of the at least one term is a name of a service provider.

74. (Original) The apparatus of claim 64 wherein the at least one term is accepted from a list associated with at least one document.

75. (Original) The apparatus of claim 64 wherein the at least one document is at least one Web page.

76. (Original) The apparatus of claim 64 wherein the at least one document include Web pages of a Website.

77. (Original) The apparatus of claim 64 wherein the at least one document is at least one Web page associated with a path name.

78. (Currently Amended) Apparatus for determining a set of advertisements, the apparatus comprising:

an input for accepting

- i) at least one blocking category of ads to be blocked for a primary advertisement within a web page, the ad configured to be embedded in [[a]] the Web page of a content publisher and provided by an advertising server,
- ii) at least one ad for a secondary advertisement within the web page that features the primary advertisement, with each accepted ad being associated with at least one descriptive category, and
- iii) a document being associated with at least descriptive category, and
- iv) a landing page related to the ad to be embedded in the Web page a storage device structured and arranged to store the at least one accepted ad on an advertising server for consideration in a list of secondary candidates;

means for adjusting a weight of each of the at least one blocking category in a comparison function; and

means for comparing the landing page of each of the at least one ad with the document using the comparison function;

means for identifying, based on comparing the document to the at least one ad, the at least one ad as a candidate ad;

means for analyzing the candidate ad using the at least one blocking category of ads to be blocked; and

means for using the blocking category of ads to be blocked to develop the list of one or more secondary candidates from the at least one accepted ad for the secondary advertisement in response to determining, based on analyzing the candidate ad using the at least one blocking category of ads to be blocked, that the candidate ad should not be blocked. [[;and]]

~~means for adding the entry to the blocking category of ads to be blocked if the entry relates to the least one blocking category of ads to be blocked.~~

79. (Previously Presented) The apparatus of claim 78 wherein the descriptive category is a semantic cluster.

80. (Previously Presented) The apparatus of claim 78 wherein the descriptive category is a probabilistic hierarchical inferential learner cluster.

81. (Previously Presented) The apparatus of claim 78 wherein the descriptive category is a concept.

82. (Previously Presented) The apparatus of claim 78 wherein the means for adjusting a weight of each of the at least one blocking category in a comparison function includes setting the weight to zero.

83. (Previously Presented) The apparatus of claim 78 wherein at least one of the at least one descriptive category is a product category.

84. (Previously Presented) The apparatus of claim 78 wherein at least one of the at least one descriptive category is a service category.

85. (Previously Presented) The apparatus of claim 78 wherein the at least one blocking category of ads to be blocked is accepted from a list associated with at least one document.

86. (Original) The apparatus of claim 85 wherein the at least one document is at least one Web page.

87. (Original) The apparatus of claim 85 wherein the at least one document include Web pages of a Website.

88. (Original) The apparatus of claim 85 wherein the at least one document is at least one Web page associated with a path name.

89. (Previously Presented) The apparatus of claim 78 wherein the input is further adapted to accept at least one term, the apparatus further comprising:

means for preventing an ad from being served if at least a part of its ad information includes at least a second predetermined number of any of the at least one term.

90. (Original) The apparatus of claim 89 wherein the at least a part of the ad information is content of a creative of the ad.

91. (Original) The apparatus of claim 89 wherein the at least a part of the ad information is keyword targeting terms associated with the ad.

92. (Original) The apparatus of claim 89 wherein the at least a part of the ad information is content of a document linked to by the ad.

93. (Original) The apparatus of claim 89 wherein the second predetermined number is one.

94. (Original) The apparatus of claim 89 wherein at least one of the at least one term is a product name.

95. (Original) The apparatus of claim 89 wherein at least one of the at least one term is a name of a product manufacturer.

96. (Original) The apparatus of claim 89 wherein at least one of the at least one term is a name of a product retailer.

97. (Original) The apparatus of claim 89 wherein at least one of the at least one term is a service name.

98. (Original) The apparatus of claim 89 wherein at least one of the at least one term is a name of a service provider.

99. (Original) The apparatus of claim 89 wherein the at least one term is accepted from a list associated with at least one document.

100. (Original) The apparatus of claim 99 wherein the at least one document is at least one Web page.

101. (Original) The apparatus of claim 99 wherein the at least one document include Web pages of a Website.

102. (Original) The apparatus of claim 99 wherein the at least one document is at least one Web page associated with a path name.

103. (Currently Amended) A computer-readable medium having embodied thereon a computer program configured to block digital advertisements, the medium comprising one or more code segments configured, when executed, to:

receive user input for a primary advertisement within a web page indicating a blocking category of digital advertisements to be blocked from distribution to a viewer over the distribution network;

receive user input for a secondary advertisement within the web page that features the primary advertisement indicating a digital advertisement, the advertisement being distributed with content distributed to viewers over the distribution network, the ad configured to be embedded in a Web page of a content publisher and provided by an advertising server;

identify a document to which the digital advertisement is linked, the document representing a landing page related to the ad to be embedded in the Web page;

analyze content in the document;

identify, based on analyzing the content in the document, at least one entry;

add the entry to the blocking category of ads to be blocked if the entry relates to the least one blocking category of ads to be blocked; and

using the blocking category of ads to be blocked to develop a list of one or more secondary candidates from the accepted secondary advertisements and block the digital advertisement from distribution over the distribution network if the descriptive category associated with the digital advertisement matches the indicated blocking category of digital advertisements to be blocked, wherein the descriptive category associated with the digital advertisement is determined from the content distributed with the digital advertisement.